

Claims:

1. A device for use with a powered vehicle intended to transport a rider in a standing position, the device comprising:
 - (a) attachment means for releasably mounting the device to the vehicle;
- 5 (b) a front panel that is generally disposed adjacent to a front side of the vehicle when the device is mounted on the vehicle; and
- (c) a pair of side panels adjacent to the front panels, each of said side panels generally disposed adjacent to a side of the vehicle when the device is mounted on the vehicle.
- 10 2. The device of claim 1 wherein the attachment means includes:
 - (i) at least one hook means for engaging a first support on the vehicle and for supporting the weight of the device; and
 - (ii) at least one clamp for engaging a second support on the vehicle in an interference fit.
- 15 3. The device of claim 2 wherein the first support is adjacent a standing surface.
4. The device of claim 1 wherein the front panel has a front outside surface and the side panels have side outside surfaces, the device further comprising a display surface covering at least part of the outside surface of the front panel.
- 20 5. The device of claim 4 wherein the display surface includes an image panel having at least one image displayed thereon.
6. The device of claim 5 further including means for selectively illuminating the at least one image.

7. The device of claim 6 wherein the illumination means is integral with the image panel.
8. The device of claim 6 wherein the illumination means comprises backlighting.
- 5 9. The device of claim 8 wherein the illumination means and the at least one image each have a plurality of distinct regions, the distinct regions of the illumination means co-located with corresponding distinct regions of the image, further comprising control means operable to selectively illuminate distinct regions of said illumination means, thereby illuminating distinct regions of the 10 image.
10. The device of claim 9 wherein the illumination means and the at least one image cooperate so as to cause a first image to be visible in daylight conditions and a second image to be visible in darkened conditions.
11. The device of claim 1 wherein in the front panel and side panels are 15 integrally formed.
12. The device of claim 11 wherein the device is formed from a single sheet of material.
13. The device of claim 12 wherein the device is formed from a single sheet of plastic.
- 20 14. The device of claim 12 wherein the device is formed from a single sheet of metal.
15. The device of claim 12 wherein the device is formed from a single sheet of copolymer.

16. The device of claim 1 wherein the front panel and side panels are distinct panels.
17. The device of claim 16 wherein the front panel is joined to each side panel.
- 5 18. The device of claim 17 wherein the front panel is joined to each of the side panels with a hinge.
19. The device of claim 1 wherein the front panel and side panels are independently mounted on the vehicle.
- 10 20. The device of claim 19 wherein the vehicle has wheel shrouds and the side panels are mounted to the wheel shrouds.
21. A device for use with a powered vehicle having parallel wheels disposed adjacent opposite sides of the vehicle, the panel comprising:
 - (a) attachment means for releasably mounting the device to the vehicle;
 - (b) a front panel that is generally disposed adjacent to a front side of the vehicle when the device is mounted on the vehicle; and
 - 15 (c) a pair of side panels adjacent to the front panels, each of the side panels generally disposed adjacent to a side of the vehicle when the device is mounted on the vehicle.
22. The device of claim 21 wherein the vehicle has a standing surface and is intended to transport a rider in a standing position.
- 20 23. The device of claim 22 wherein the first support is adjacent a standing surface.

24. The device of claim 21 wherein the vehicle has wheel shrouds and the side panels are mounted to the wheel shrouds.
25. The device of claim 21 wherein the front panel has a front outside surface and the side panels have side outside surfaces, the device further comprising a display surface covering at least part of the outside surface of the front panel.
26. The device of claim 25 wherein the display surface includes an image panel having at least one image displayed thereon.
27. The device of claim 26 wherein further including illumination means for selectively illuminating the at least one image.
- 10 28. The device of claim 27 wherein the illumination means is integral with the image panel.
29. The device of claim 27 wherein the illumination means comprises backlighting.
30. The device of claim 29 wherein the illumination means and the at least 15 one image each have a plurality of distinct regions, the distinct regions of the illumination means co-located with corresponding distinct regions of the image, further comprising control means operable to selectively illuminate distinct regions of said illumination means, thereby illuminating distinct regions of the image.
- 20 31. The device of claim 29 wherein the illumination means and the at least one image cooperate so as to cause a first image to be visible in daylight conditions and a second image to be visible in darkened conditions.
32. The device of claim 21 wherein in the front panel and side panels are integrally formed.

33. The device of claim 32 wherein the device is formed from a single sheet of material.

34. The device of claim 33 wherein the device is formed from a single sheet of plastic.

5 35. The device of claim 33 wherein the device is formed from a single piece of copolymer.

36. The device of claim 17 wherein the device is formed from a single sheet of metal.

10 37. A method of communicating an advertising message to potential customers, the method comprising:

(a) providing a personal transporter intended to transport a rider in a standing position;

15 (b) providing an advertising display panel on the personal transporter, the advertising display panel having at least one advertising message disposed thereon; and

(c) operating the personal transporter having the advertising display device at a location typically frequented by persons within a desired target audience.

38. The method of claim 37 further comprising the steps of:

20 (d) equipping one of the rider or the personal transporter with a supply of promotional material suitable for distribution;

(e) distributing the promotional material at the location.

39. A carrier for use with a powered vehicle intended to transport a rider in a standing position and having a standing platform and a wheel shroud disposed adjacent the standing platform, the carrier comprising:

- (a) a container;
- 5 (b) a mounting plate adapted for mounting to the wheel shroud; and
- (c) support means for supporting the container on the mounting plate.

40. A battery carrier for use with a powered vehicle intended to transport a rider in a standing position and having a standing platform and a wheel shroud disposed adjacent the standing platform, the carrier comprising:

- 10 (a) a mounting plate adapted for mounting to the wheel shroud; and
- (b) support means for supporting a battery on the mounting plate.